

CC: PF
DT

NAB FORM PB 14 July 1992 -- (Item #4046)



AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION WPXI PITTSBURGH Date 10/31/11 ~~11/1~~ 2012

I, ELENE MATZ, CAPS LOCK COMMUNICATIONS (being) DAVID LEVDANSKY
a legally qualified candidate of the DEMOCRATIC political party for the office of PA HOUSE OF
REPRESENTATIVES

In the GENERAL election to be held on NOVEMBER 6, do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of Time	Times Per Week	No. of Weeks	Rate
<u>30</u>	<u>VARIOUS</u>	<u>FRI-TUES</u>		<u>VARIOUS</u>	<u>1</u>	<u>VARIOUS</u>

Date of First Broadcast	Date of Last Broadcast
<u>11/2/12</u>	<u>11/12/12</u>

Total Charges: \$8795 GROSS

The broadcast time will be used by DAVID LEVDANSKY
I represent that the payment for the above-described broadcast time has been furnished by

LEVDANSKY FOR LEGISLATURE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; (☒) a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

SOPHIE OHM, TREASURER

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above-stated broadcasts. For the above-stated broadcasts I also agree to prepare a script or transcription, which will be delivered to the station at least _____ before the time of the scheduled broadcasts. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies, including applicable classes and rates; and discount, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office.)

Date: 11/1/12 David Levitsky, President CLC
(Candidate, or Agent)

☐ Accepted ☐ Rejected By _____ Title _____

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

TURN OVER FOR POST-BROADCAST FOLLOW-UP

CO # 339644

New Order

cc: (P) BT

Media: TV
 Client: David Levdansky
 Product: Election
 Estimate: 203
 Description: Levdansky October-November buy
 Version: 1
 Comments:

Market: Pittsburgh
 Demo: Adults 35+
 Separation: 30
 Flight Start: 10/29/12
 Flight End: 11/1/12
 Survey: DMA/Nielsen

Vendor: WPXI-TV
 AE: Jay Barkley
 Phone:
 Fax:

Billing To: Caps Lock Communications
 700 River Avenue, Suite 416
 Pittsburgh, PA 15212
 Phone: 412-321-8911
 Fax: 412-321-8916
 Order Number: 100542

Line Daypart (Program)		Daypart	Gross C/T	Dur	10/29	11/5	Total Spots	Adults 35+ RTG	CPP
No		Code							
1	Su 8:00A-10:00A (CHT NWS SUAM)	EM	\$750.00	C 30	1	0	1	3.1	\$241.94
2	M 10:00A-11:00A (ELLEN)	DT	\$670.00	C 30	0	1	1	2.7	\$248.15
3	Su 5:30A-8:00A (AM NEWS)	EM	\$675.00	C 30	1	0	1	2.3	\$293.48
4	Sa 8:00A-10:30A (AM NEWS/TODAY SHOW)	EM	\$750.00	C 30	0	1	1	2.2	\$340.91
5	MTu 7:00A-8:00A (TODAY SHOW)	EM	\$1,200.00	C 30	0	1	1	3.5	\$342.86
6	WThF 11:35P-12:35A (TONIGHT SHOW)	LF	\$1,400.00	C 30	0	1	1	3.1	\$451.61
7	M 7:00P-7:30P (JEOPARDY)	PA	\$3,350.00	C 30	0	1	1	5.8	\$577.59
		Total Spots:		2	5				
		Total GRP/GIMP(000):		5.4	17.3				
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots						
11/2012	\$8,795.00 - 7	\$0.00 - 0	\$8,795.00 - 7		7				
Total Gross Cost:		\$8,795.00							
Total Net Cost:		\$7,475.75							
		Total Gross CPP:		\$329.33					

Disclaimer:
 ?Any value-added is greatly appreciated.
 ?Makegoods must air in flight, in day part purchased. Otherwise, approval is required.
 ?Half hour separation between spots is required.
 ?Buy will be posted against most recent book.
 ?(2) COPIES OF NOTARIZED INVOICES AND NOTARIZED SCRIPTS ARE REQUIRED FOR CO-OP PURPOSES. All Invoicing should be titled in the name of Advertiser c/o Caps Lock Communications and mailed to our address on this order. The invoice will be audited and forwarded to the client for payment. By accepting this order, the station agrees to hold the client solely liable on payment.

1x 675 Sun \$300-80

Revised 8/8/12 for over